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## The situation

- JVM Realty is a multi-family real estate investment and property management company.
- The company was growing rapidly and exceeding goals under the leadership of its second-generation owner/CEO.
- But he wanted to make sure he was doing everything possible to achieve the full potential of his firm and his team.

## Strategic actions

- Led a deep dive assessment of the company's strengths and obstacles to further growth.
- Led the core leadership team in the development of a strategic plan to achieve the owner's aggressive growth goals.
- Assisted the owner in the assessment and eventual renovation of the JVM leadership team.
- Coached owner/CEO and key JVM leaders in the implementation of the strategic plan.
- Led continued renewal of the strategic plan based on marketplace learning and the growth of the leadership team and key difference-makers.
- Introduced the leadership team to vital external resources that helped JVM modernize its marketing strategy and execution, and digitally transform its go-to-market approach.

## Results

JVM is exceeding aggressive growth goals, and culture survey results show continued improvements in key metrics identified in the strategic plan.

*"As a successful second generation privately held company, I wanted to ensure JVM was well positioned with the most talented leaders and most efficient and effective processes to support our long-term growth objectives.*

*JDR was extremely effective in working with myself and JVM's senior leadership team to identify and focus on our strengths, while addressing opportunities for improvement.*

*Through an engaging strategic planning process, JDR not only facilitated the development of a formal strategic plan but continues to work with JVM to coach our leaders through the implementation of the plan.*

*I would highly recommend Jude to other organizations with the passion to succeed."*

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Jay Madary,  
Owner & CEO at JVM Realty